AzCHER

ARIZONA COALITION FOR
HEALTHCARE EMERGENCY RESPONSE

Exhibitor/Sponsor Prospectus

INNOVATE
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MOTIVATE

AzCHER 2021 Virtual Conference

Dear Valued Partners and Sponsors:

Our Premiere 2021 AzCHER Conference is a can't miss, digitally delivered event. We are bringing together the best and brightest speakers and presenters in the field of healthcare emergency management for two half-days of *Innovation, Integration and Motivation*.

This year has been like none before and so our first conference, to be held virtually, will follow suit. At a time when our teams need inspiration, connection, and support, we stand together to provide just that. We invite you to join us in building a platform that allows for the delivery and examination of topics that are uniquely relevant to the challenges we face, both individually and collectively.

We are thrilled to announce our virtual sponsorship package that highlights opportunities for involvement, all while driving value for your organization.

We appreciate your sincere consideration of a sponsorship or in-kind donation to make our debut conference a success. Please look through our packages and select one that best fits your needs. Should you have another idea as to your support, please contact our event team and we will customize to meet your needs.

As our hands are full with the current emergency response, we have contracted with KCA Events to produce our virtual event. I invite you to work with and through our KCA Events team, led by Kate Christensen, President, and Abigail Zieger, Conference Producer to examine the various sponsorship levels and select one that meets the promotional needs of your company.

Thank you again for your sponsorship consideration. Your corporate support will serve Arizona's ability to effectively prepare for and respond to disasters affecting the healthcare delivery system.

Sincerely,



Laura Dix
Executive Director
AzCHER

<u>About AzCHER</u>

The Arizona Coalition for Healthcare Emergency Response, or AzCHER, unifies the state's healthcare delivery system, including hospitals, long-term care, hospice, home health, and first responders like EMS, with public health and emergency management. The coalition's purpose is to build resilience such that the healthcare delivery system is prepared for and capable of responding to large-scale emergencies. Such emergencies can be natural (e.g., wildfires and pandemics) or man-made (e.g., active shooters, mass casualty incidents, and cyber-attacks). AzCHER is the state's only healthcare coalition, serving all 15 counties and 22 tribal communities. Membership exceeds 600 organizations, all of which have a vested interest in Arizona's healthcare emergency management infrastructure. Visit us at https://azcher.org.



AzCHER 2021 Virtual Conference

Sponsorship Prospectus

April 15-16, 2021

We are delighted you are considering sponsoring the premiere AzCHER 2021 Virtual Conference. Attendees will include representatives from hospitals and healthcare (all provider types); emergency medical services (EMS); public health; emergency management; executive leaders; students; and community members. AzCHER's conference will feature engaging speakers from around the country focusing on healthcare emergency preparedness and response. Our virtual conference platform allows for direct engagement with attendees over the course of the two half-day conference and includes access for six months post-conference.

We are expecting approximately 200 attendees and are confident that you will have the opportunity to share your unique information with a quality group of engaged stakeholders.

Copper Conference Sponsorship: $2000

Limit: 2 - One on Thursday, April 15, one on Friday, April 16

Benefits:

- 15 complimentary conference registrations, share with your client to join in
- Premier placement of company banner on the conference landing page
- A full list of attendees will be emailed to the Sponsor one week prior to the conference and one-week post conference
- Virtual Exhibit Booth accessible by attendees through the duration of the conference and 6 months post-conference
- Premier placement in AzCHER's Conference Vendor page with description
- A spotlight prior to the start of keynote session acknowledging support and manage closing session trivia game
- Logo on event marketing, including the AzCHER website
- Opportunity to include an item in attendee swag box shipments
    - Please ship to KCA HQ by 3/15/2021, for your item to be included
- Opportunity to donate sponsor raffle prize

Turquoise Speaker Sponsorship: $1500
Limit: 8

Benefits:

- 10 complimentary conference registrations, share with your clients joining in
- Company banner featured on the conference landing page
- Virtual Exhibit Booth accessible by attendees through the duration of the conference and 6 months post-conference
- Inclusion in AzCHER's Conference Vendor page with description
- Ability to introduce (1) one speaker and wrap up session with a spotlight about your company
- Logo on event marketing, including the AzCHER website
- Opportunity to include an item in attendee swag box shipments
    - Please ship to KCA HQ by 3/15/2021, for your item to be included
- Opportunity to donate sponsor raffle prize

Quartz Sponsorship: $750
Limit: 10

Benefits:

- Virtual Exhibit Booth accessible by attendees through the duration of the conference and 6 months post-conference
- Inclusion in AzCHER's Conference Vendor page with description
- Logo on event marketing, including the AzCHER website
- Opportunity to include an item in attendee swag box shipments
    - Please ship to KCA HQ by 3/15/2021, for your item to be included
- Opportunity to donate sponsor raffle prize

Virtual Exhibit Booth: $500
Limit: 15

Benefits:

- Virtual Exhibit Booth accessible by attendees through the duration of the conference and 6 months post-conference
- Logo on event marketing, including the AzCHER website
- Opportunity to donate sponsor raffle prize

Supporting Swag Box Postage Sponsor: $600

Provide a logoed journal for attendees to keep their conference notes. This item, along with your marketing piece or collateral and other sponsor items, will be shipped to registered attendees one week in advance of the conference**.**

Banner Sponsor: $250

Company banner is featured on the conference landing page.

For more information on sponsoring and virtual exhibit booths through the event platform, please view the guides below.

- ***Sponsor Guide***
- ***Exhibitor Guide***

If you are interested in sponsoring AzCHER's Virtual Conference 2021 or have any questions, please contact AzCHER's Conference Producer, Abigail Zieger, at abigail@kc-a.com or (480) 893-6110, to request an invoice.

FAQ's

We are aiming to provide real connections in a virtual environment with our Premiere AzCHER 2021 Virtual Conference for the healthcare community, including Emergency Managers, Emergency Responders, and more. Our vision is to embrace change, share experiences, expand our knowledge, and build relationships, become aware of opportunities, connections all while building a sense of community.

How will your invited guests or associates be able to register under our included registration count?

Upon receipt of sponsorship documents and payment, each organization will be provided with a unique promotional code. This code will allow your staff and or guests to register via the website at no cost, thanks to your support of our event. Alternatively, with a list of names, companies, and contact information, we can register your guests for you using your code.

Where is the "Exhibit Hall"?

With the pandemic remaining a major health concern, we felt it best to mix things up and provide you with the function of an exhibit hall, yet virtually. You and your company will enjoy the ease of setting up your own "virtual booth" which will allow you to upload brochures or collateral, provide live stream or F2F interaction. With a chat feature and multiple ways to attract visitors and interact with them you can indeed increase brand or service awareness. You also have the ability to be in the conference app AND the mobile app and the app stays open for six months post conference with full usability. There is no travel, no hotel bills and no other expense such as shipping, just select the sponsorship that suits your needs and desired exposure best. Once payment is received. let us know and we will open the live portal to you. Other exciting features include setting appointments with conference attendees (and others post conference), live product demos, promotional offers or raffles, ability to upload documents and images along with so much more. This robust feature will serve you well and put you on the right path to meet your sales goals. Check this out: https://whova.com/pages/whova-app-exhibitor-guide/?source=ems

How will we network with the Emergency Managers and their organizations?

With the expo booths set up in the manner we have created, there are opportunities at each break, prior to and post each conference day. Plus, you will have 6 months of connectivity with the attendees to hold a meeting via this site which actually provides you with the direct and specific ROI you always desire.

Can I customize a sponsorship package?

Absolutely! We realize that sponsorship is not a one-size-fits-all, and are happy to work with you to drive the value you need on the budget you have. Please give Abigail a call at (480) 893-6110 x 212 to discuss.

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Sponsorship Registration

Thank you for your sponsorship consideration for the premier AzCHER 2021 Virtual Conference, being held April15-16, 2021.

Please select your desired sponsorship level and quantity below. Please return this document, along with your payment to KCA for processing. Once the document and payment are received, we will contact you with further information and a timeline so we will be able to best represent your organization with thorough information. Sponsorships are limited and on a first come, first serve basis. Thank you in advance, we look forward to working with you!

☐ Copper Conference Sponsorship - **$2,000** (Limit 2, 1 per conference day. Please select date below.)
☐ April 15 and/or ☐ April 16

☐ Turquoise Speaker Sponsorship - **$1,500** (Limit 8)
Please circle quantity: 1 2 3 4 5 6 7 8

☐ Quartz Sponsorship - **$750** (Limit 10)

☐ Virtual Exhibit Booth - **$500** (Limit 15)

☐ Supporting Swag Box postage - **$600**

☐ Banner Sponsor - **$200**

☐ Custom Sponsorship – please contact us to discuss options

If paying by credit card, complete section below.

Card Type: ☐ VISA ☐ MasterCard ☐ Discover ☐ AMEX

Credit Card Number:_____ Exp. Date:_____

Cardholder's Name:_____ CCV Code:_____

Cardholder's Address:_____

Cardholder's Address:_____

Authorized Signature:_____

Make all checks <u>payable to KCA</u> and mail to:

KCA - AzCHER
107 S. Southgate Drive
Chandler, AZ 85226-3222 USA